

YEARIN REVIEW



ANNUAL REPORT

TRAVEL AND TOURISM UPDA

FY16 GOALS AND OBJECTIVES

INCREASE VISITATION AND SPEND

Build on New Hampshire's brand activity to increase visitation, spending, and - ultimately - rooms and meals tax revenue.

Strategies: Marketing, earned media, travel trade

STRENGTHEN THE BRAND

Evolve the brand's emotional distinction via increased awareness and recognition.

Strategies: Partnerships, earned media

EXPAND NEW HAMPSHIRE'S MARKETING PLATFORM

Further develop a platform that supports New Hampshire's tourism industry marketing investments.

Strategies: Cooperative marketing and research

ENHANCE CONSUMER ENGAGEMENT

Enhance relationship with consumers to inspire and induce sharing - connecting potential visitors to industry partners.

Strategies: Content, visitnh.gov, social media, Welcome Information Center visitor services

SUMMER CAMPAIGN HIGHLIGHTS

Launch date: 5/18/15

- · "Get Inspired" section of visitnh.gov with curated content for social sharing
- . Brand new :30 television spots airing in New York and Boston DMAs
- Doubleclick Digital Marketing (DDM) by Google platform to allow DTTD to more cost effectively create, manage and grow high-impact digital marketing campaigns
- · Evolution of Live Free brand-a graphical expression that invites more personal interpretation
- Multi-screen experiences via subscription services like HULU, Cable On-Demand, X-Box Live, Satellite providers, Apple TV
- · Extensive use of NH video to be served to target audience across video platforms-desktop, tablets and smartphones
- · Promoted video program on Twitter andora audio and video content targeted to moms in Boston and New York
- · Out-of-Home advertising in New York, Boston and eastern Canada with digital boards and subway posters
- 15-second television spots will be seen in over 500 family-friendly Tim Horton Restaurants in greater Toronto and Montreal
- · Custom NH video content produced by Travel & Leisure

SUPPORT SERVIC

- Basic listing on:
 VisitNH.gov
 VisitNH.gov/Meeti VisitNH.gov/Wedd VisitNH.gov/Group
- · Post packages to VisitNH
- · Participate in familiariza (free, need to supply con food, attraction passes, o
- . Basic listing in the Officia **New Hampshire Visitors**
- Basic listing in the Group **Activity Guide**
- . Post and interact with Vion social media
- · Trade Show and Sales Mi Leads Reports
- · Subscription to "Hot Tips media inquiry alerts
- · Inclusion in "What's Nev compilation newsletters operators and media
- · INHS Research Reports

To download the full Indu-Cooperative Partnership Pr go to: VisitNH.gov/Industry

For the latest updates and announcements of new op you are encouraged to sub DTTD's monthly Snapshot

DTTD FREE MAR

- · Post events to VisitNH.go

opportunities contact Yank 603-563-8111

RETURN ON INVESTMENT

\$9.23 for every \$1 DTTD spends is returned in state and local taxes and fees.

37.43 MILLION visitor trips in 2014 (4.7% increase over 2013).

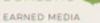
\$5.1 BILLION in total visitor spending in 2014 (6.9% increase over 2013).

\$88 is the average a traveler spends per day.

68,000 JOBS supported by tourism in 2014.

PUBLIC RELATIONS





IMPRESSIONS 2,667,610,906 27,025,076

CANADA * EARNED MEDIA \$296,056

IMPRESSIONS

DTTD BY THE NUMBERS April 1, 2014—March 31, 2015

DTTD STAFF

Vicki Cimino,

Amy Bassett, Assistant Director Hilary Denoncourt, Michele Cota, Marketing Manager Kris Neilsen, Communications Manager Stacy Geisler, Communication Specialist

Grant Klene, Digital Marketing Manager Katrina Bacon, Marketing Assistant Ryan Vaughn, Web Assistant Cathy Goff, Grant Administrator

VISITOR SERVICES

Jennifer Codispoti, Bureau Chief Jennifer Townsend, Guest Service Manager Brittany Littlefield, Paul England, Northern Region Supervisor Bill Hebert, Southern Region Supervisor

WEBSITE

VISITNH, GOV

PAGE VIEWS

4,774,153 TOTAL VISITS

1,516,742 UNIQUE VISITS

1,133,431

- TOP STATES 1. Massachusetts
- 2. New Hampshire 3. New York 4. New Jersey
- TOP COUNTRIES
- 1. United States 2. Canada
- 3. United Kingdom 4. Germany

SOCIAL MEDIA

(as of March 31, 2015)







18,190



2.464 Instagram Followers



VISITORS' GUIDE

April 2014 - March 2015

PRINT EDITION 115,000 Distributed

ELECTRONIC

17,983 Unique Views

841,347 Page Views

752,669 Unique Page Views Toes not include distribution at trade shows or welcome centers







2015 CLASS ACT AWARD WINNER







FY15 SUMMER CAMPAIGN



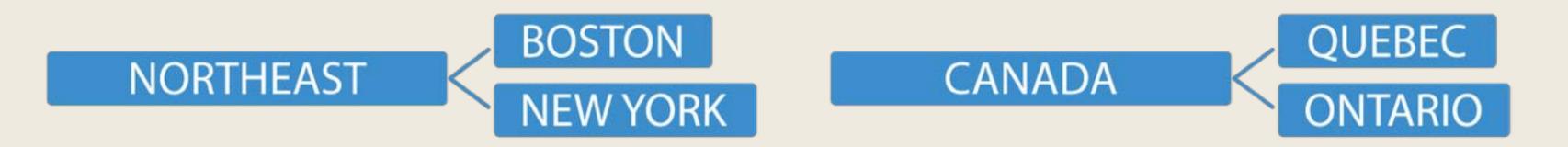
SUMMER FORECAST

- 15.9 million traveler expected 3% increase
- \$2.07 billion traveler spending 3% increase
- 40% of all NH visitors are in summer
- Visitors originate from New England, Middle Atlantic
 States and Eastern Canada



TARGET AUDIENCE & GEOGRAPHY

- Target Audience
 - Upscale Women 25–64
 - Upscale is defined as households with annual income of \$100K+
- Target Geography

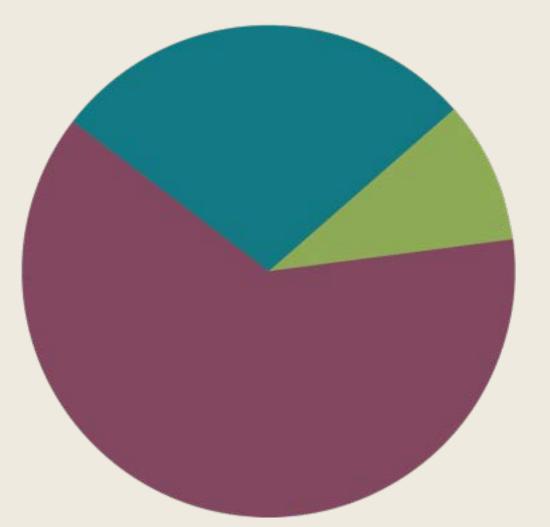




PLANNED PAID MEDIA MIX

24% Out of Home

Screen-based (Digital/Video/ Search/Social)



90/0 Magazine





MILLENNIAL WOMEN AGE 25–34 (with child <18)

Karen is a mom (married or single) with children ages 0-12 years old. Her first child is young, making her completely consumed by her children, while friends, health, and career are less of a priority.

KAREN'S INTERESTS

- Camping
- Jogging running
- Photography
- Swimming
- Yoga pilates
- Any theme park
- Family vacation
- Hard cider

- Best family attractions?
- Rainy day escapes?
- Kid-friendly events?
- Nature activities for kids?
- Deals and packages?





MILLENNIAL WOMEN AGE 25-34 (no children)

Kylie is married or in a relationship where home and family are now more of an interest to her. She is loyal to brands that "get her".

KYLIE'S INTERESTS

- Bicycling
- Sailboating
- Camping
- Hiking backpacking
- Jogging running
- Photography
- Swimming
- Yoga pilates
- Comedy club
- Dance or ballet performance
- Any theme park

- Adventure vacation
- Family vacation
- Getaway weekend
- Hard cider

- Places to hike?
- Best campgrounds?
- Concerts and events?
- Cool places for yoga?
- Places to getaway?





GEN X WOMEN AGE 35-44 (with child <18)

Kate is a mom (married or single). She has school-aged children and focuses on family and home, but friends and spouse relationship becomes more of a priority as her children require less of her attention.

KATE'S INTERESTS

- Jogging running
- Yoga pilates
- Dance or ballet performance
- Health/wellness expo
- Any theme park
- All-inclusive resort
- Family vacation
- Getaway weekend
- Theme park vacation
- Wine

- Rainy day escapes?
- Nature activities for kids?
- Summer vacation things to do with kids?
- Best family-friendly attractions?
- Girls getaway weekend ideas?





GEN X WOMEN AGE 35-44 (no children)

Kathy is a single female who is adventurous, independent, relies on digital media for information, is experimental, focused on personal development, beauty, fashion, travel, sports, technology, and pop culture.

KATHY'S INTERESTS

- Bicycling
- Sailboating
- Yoga pilates
- Antique show auction
- Art gallery
- Comedy club
- Country music concert
- Dance or ballet performance
- Harbor cruise
- Health/wellness expo
- Live theater Off-Broadway
- On Broadway
- Rock concert

- Any paid music concert
- Adventure vacation
- All-inclusive resort
- Spa vacation
- Hard cider
- Wine

TRAVEL PLANNING QUESTIONS

visitnh.gov

- Concerts and events?
- Theatre productions?
- Places for a spa vacation?
- Where to go sailing and see art?



BOOMER WOMEN AGE 45–54 (with child <18)

Kara is a mom (married or single). Her children are probably in middle school to high school. Her focus is still on her children, but also on her friends and relationship as well as self development.

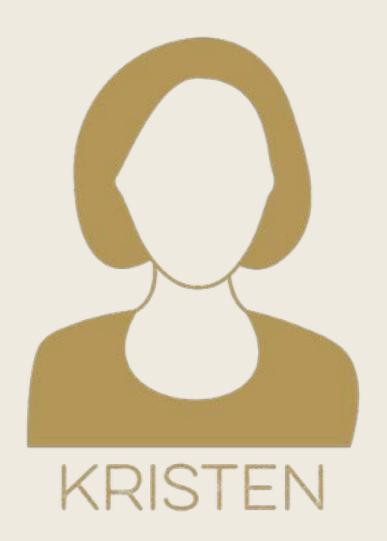
KARA'S INTERESTS

- Sailboating
- Gardening
- Hiking backpacking
- Swimming
- Tennis
- Yoga pilates
- Country music concert
- Dance or ballet performance
- Harbor cruise
- Any theme park
- All-inclusive resort

- Family vacation
- Theme park vacation
- Wine

- Where can I vacation with my family off the grid?
- Are there surf, skating and swim camps for my kids?
- Tax-free shopping for back to school, where?
- Places for a spa vacation?





BOOMER WOMEN AGE 45–54 (no children)

Kristen is single (with or without children). She is experienced and practical in choosing brands, so brand credibility helps. She is independent and focuses on leisure, wellness, and her career.

KRISTEN'S INTERESTS

- Gardening
- Sailboating
- Yoga pilates
- Antique show auction
- Comedy club
- Country music concert
- Harbor cruise
- Health/wellness expo
- On Broadway
- Rock concert
- Any paid music concert
- Cultural/educational vacation

- Getaway weekend (Events)
- Spa vacation
- Wine

- Tell me about antiquing in New Hampshire?
- Are there garden workshops in New Hampshire?
- Health/wellness expos?
- Country music concerts?





FAMILY MEN AGE 30–45 (with child <18)

Keith is a dad with an income of \$65K–100K in an urban or suburban area. He has children and focuses on family, home, and his career. He is looking for family-friendly travel with a sense of adventure and education.

KEITH'S INTERESTS

- Bicycling
- Camping
- Jogging
- Zoo
- Any Theme Park

- What's happening this weekend?
- How far in advance should we plan?
- Are there rooms available?
- What should we bring?
- What are the weather conditions?
- Are there any specials/deals?





ADVENTURER MEN AGE 25–40 (no children)

Kevin is an outdoor adventurer with an income of \$35K-\$80K in urban areas or northern MA, NYC, or RI. He likes to find the best, most challenging or unique destinations for engaging in his favorite outdoor activity.

KEVIN'S INTERESTS

- Bicycling
- Boating
- Camping
- Hiking/Backpacking
- Jogging
- Comedy Club
- Country Music

- What's the best hike in spring/ summer/winter/fall?
- What's the most challenging hike/ride/trail run?
- What's the best view?
- Where is the single most unique experience





RETIRED MEN AGE 64+ (no children)

Ken is a retiree with an income of \$100K in suburban MA, NH, or FL. He likes to plan ahead and requires information in a timely manner. He is looking for good value in a trip that is not too strenuous.

KEN'S INTERESTS

- Boating
- Fishing
- Gardening
- Golf
- Hunting
- Photography
- Sailboating
- Antique Show or Auction
- Art Gallery
- Art Museum

- Harbor Cruise
- NASCAR
- Other Music Concerts (jazz, classical)

- When is peak foliage?
- Where can I see the best foliage?
- What are the most scenic drives?
- What time does it get dark (for driving)?



GET INSPIRED THIS SUMMER 2015





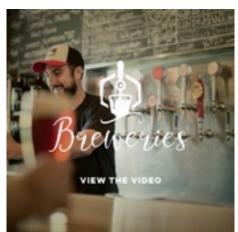














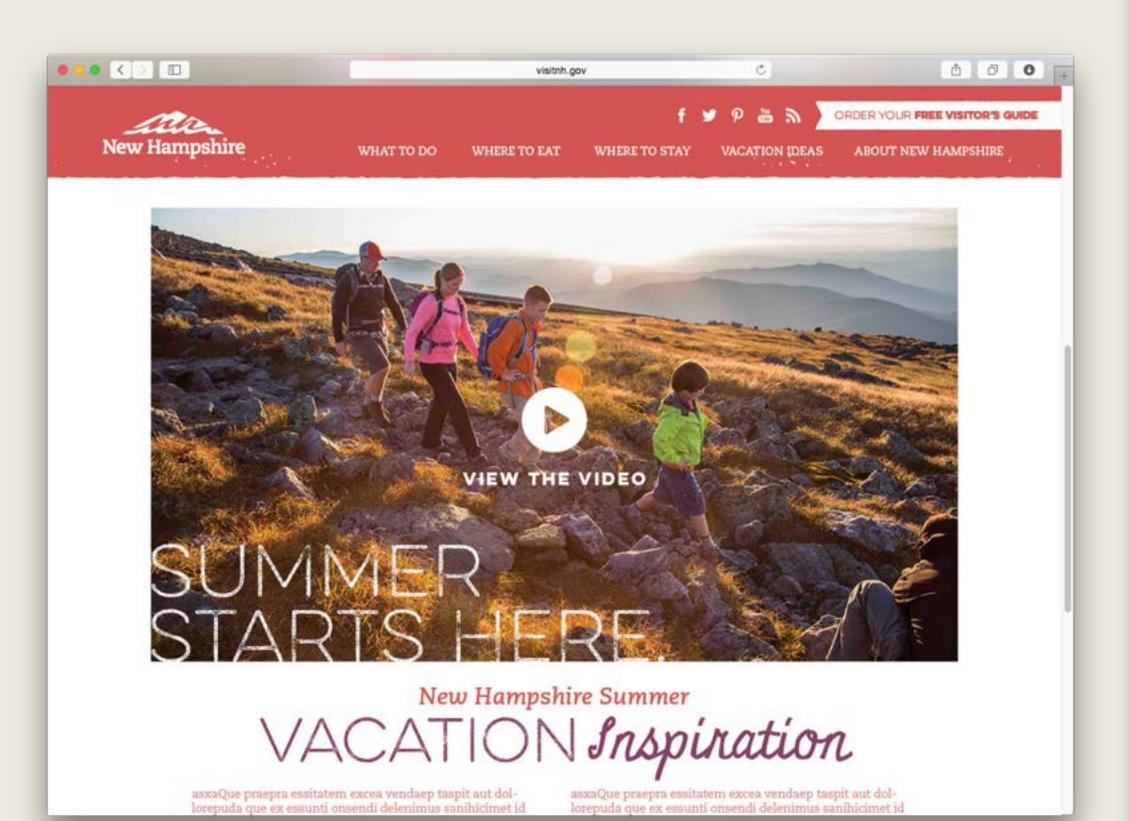
















VACATION Inspiration







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PRINT ADS





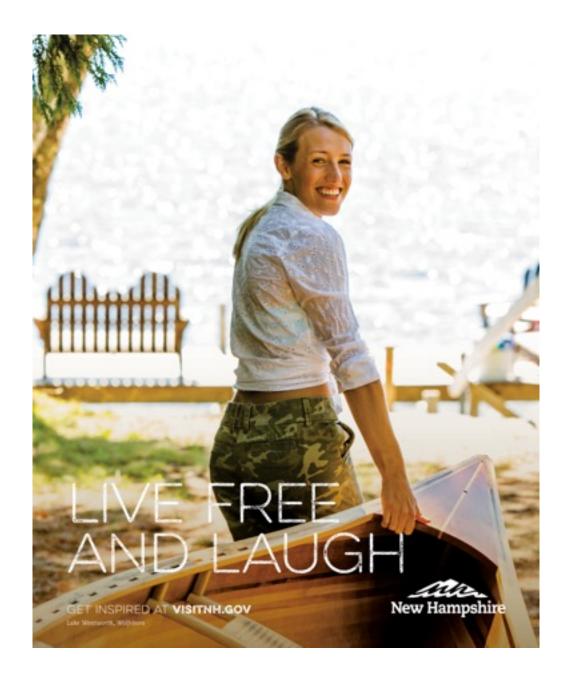








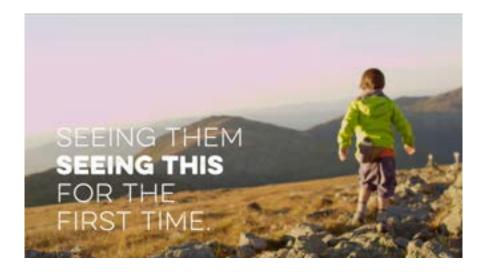








DIGITAL TRANSIT VIDEOS









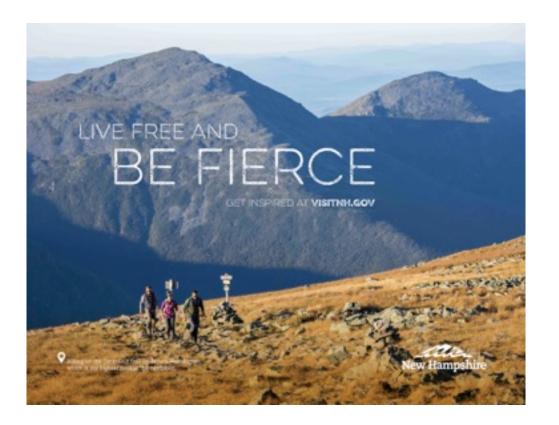








PRINT TRANSIT













SOCIAL MEDIA: 100 DAYS OF SUMMER IN NH

New Hampshire will set out to showcase the varied adventures and activities to their visitors during the 100 days of summer. New Hampshire will post inspirational travel photos, trivia, itineraries and more on social media platforms with #livefreenh. Two or three posts each week will be boosted for greater awareness.

#LIVEFREENH

- Monday Moments
 DTTD shares summer campaign imagery (branded summer)
- Trivia Tuesday
 Guess the location of the unnamed photo—
 hidden gems—and enter to win!
- Weekend Wednesday
 Trip inspiration for the upcoming weekend (events, weather, things to do)
- Thrilling Thursday
 Outdoor adventures: zip line, rock climbing, surfing, jet skiing

- Family Friday
 Family fun activities
- State Park Saturday
 Highlight a state park and adventures for that day, camping and activities
- Scenic Sunday
 Post a scenic image from New Hampshire



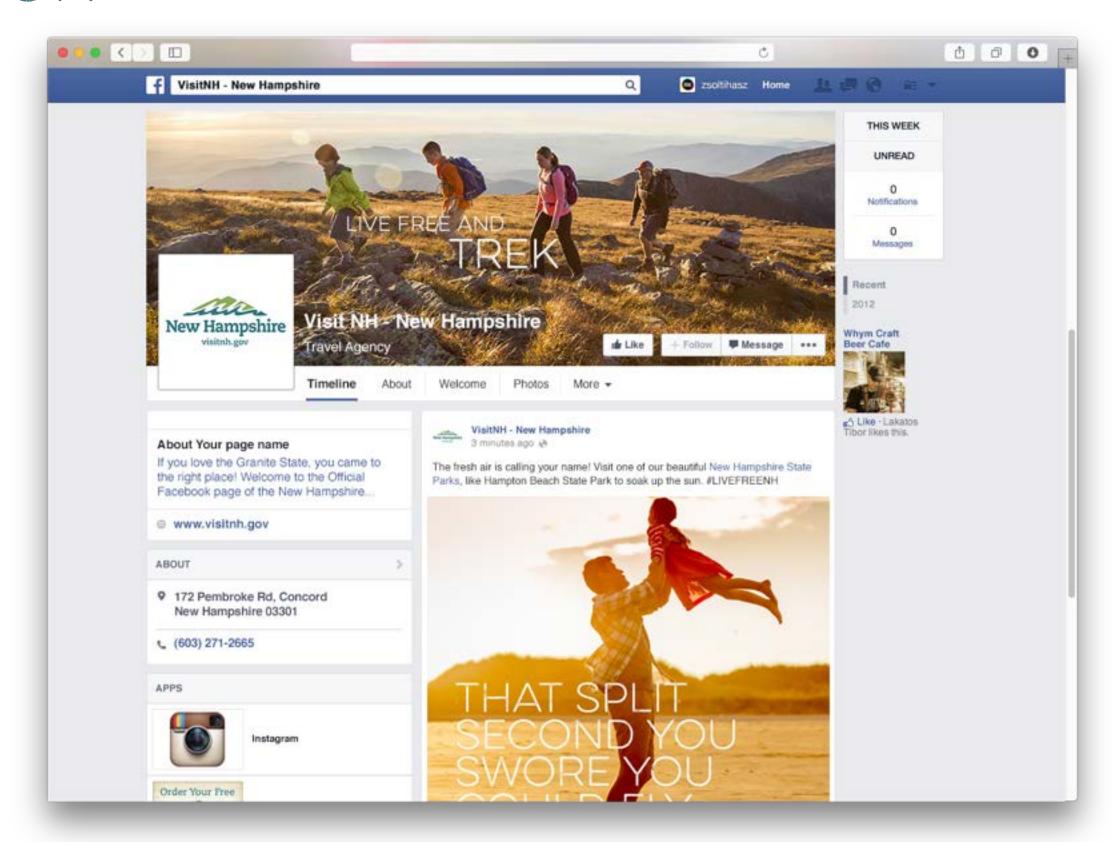
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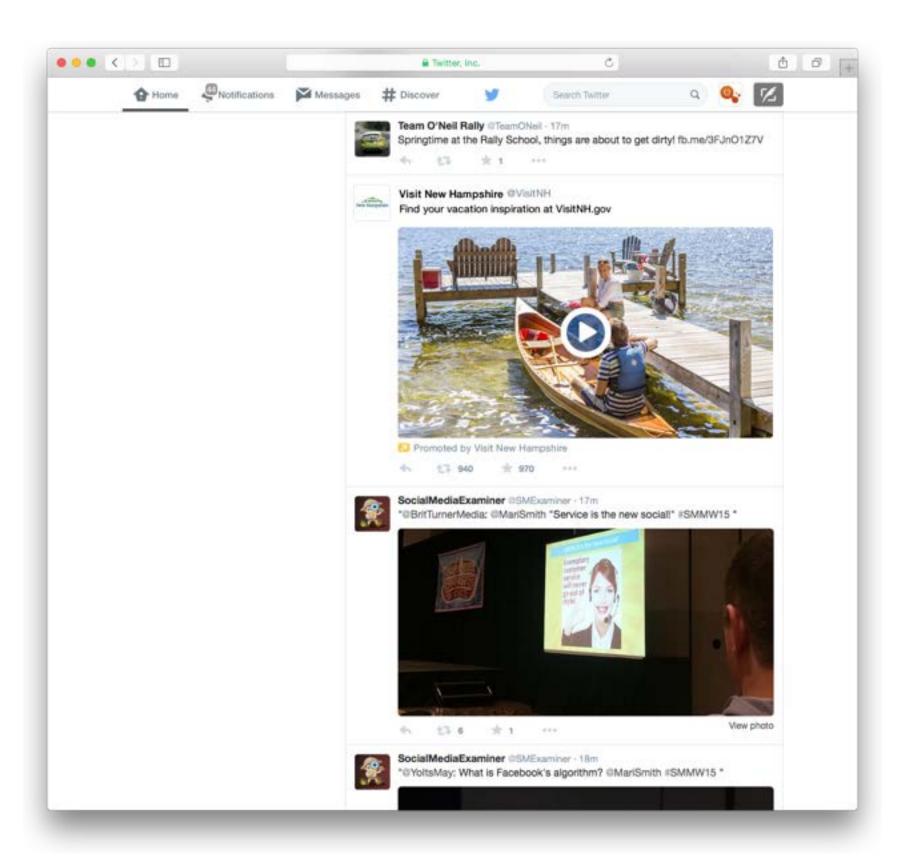




FACEBOOK





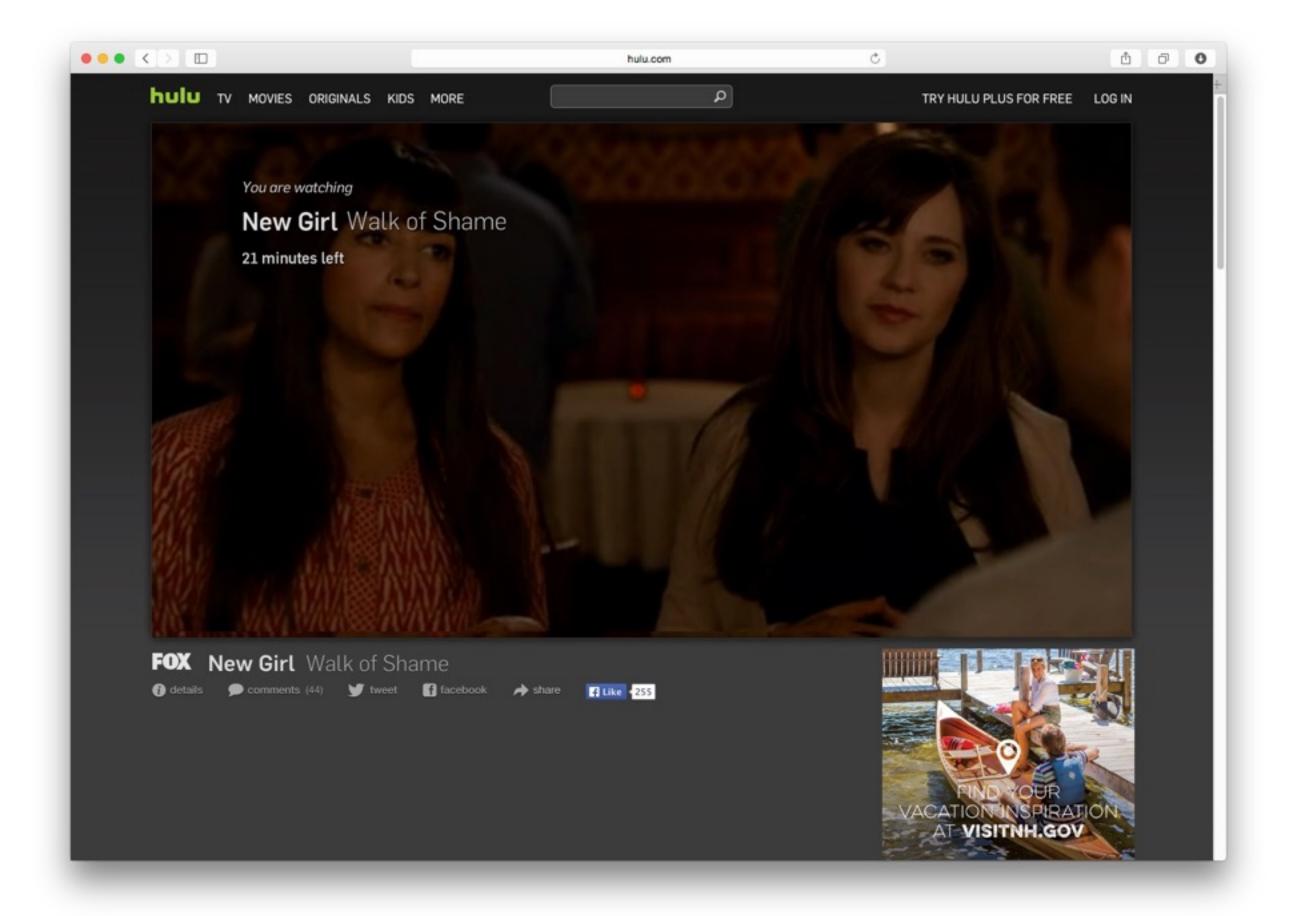




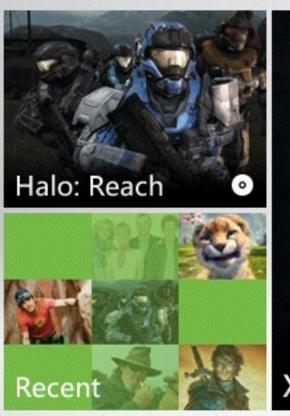
DIGITAL - TV EVERYWHERE

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HULU



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Friends

Family Cent

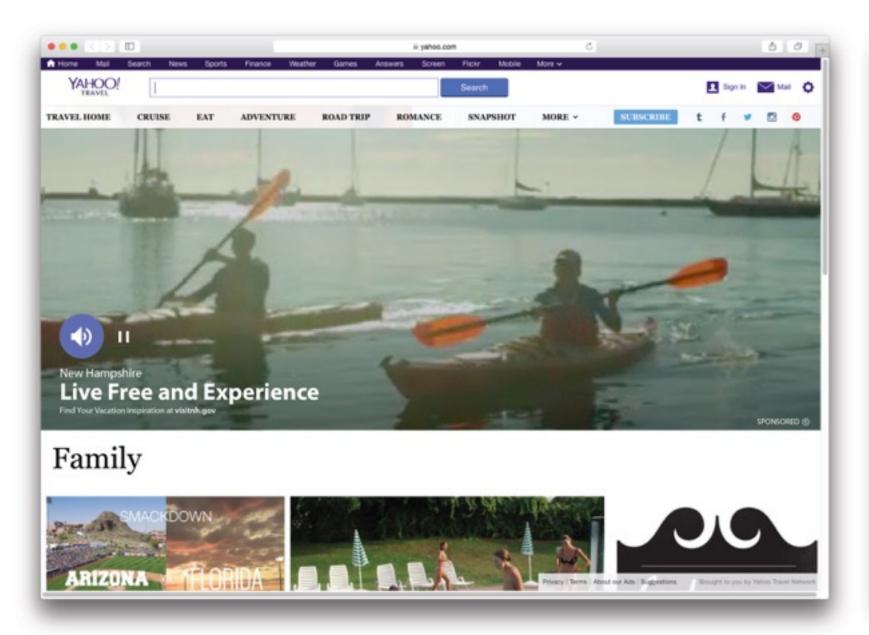
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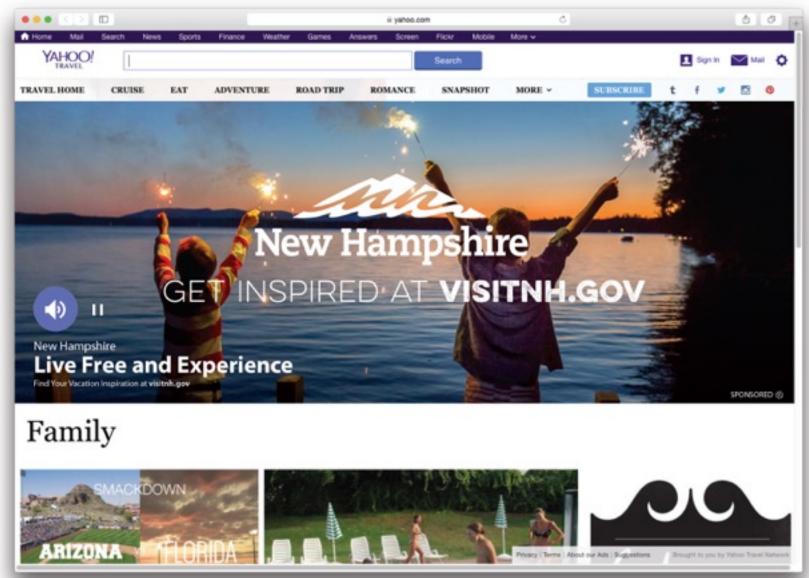
PANDORA



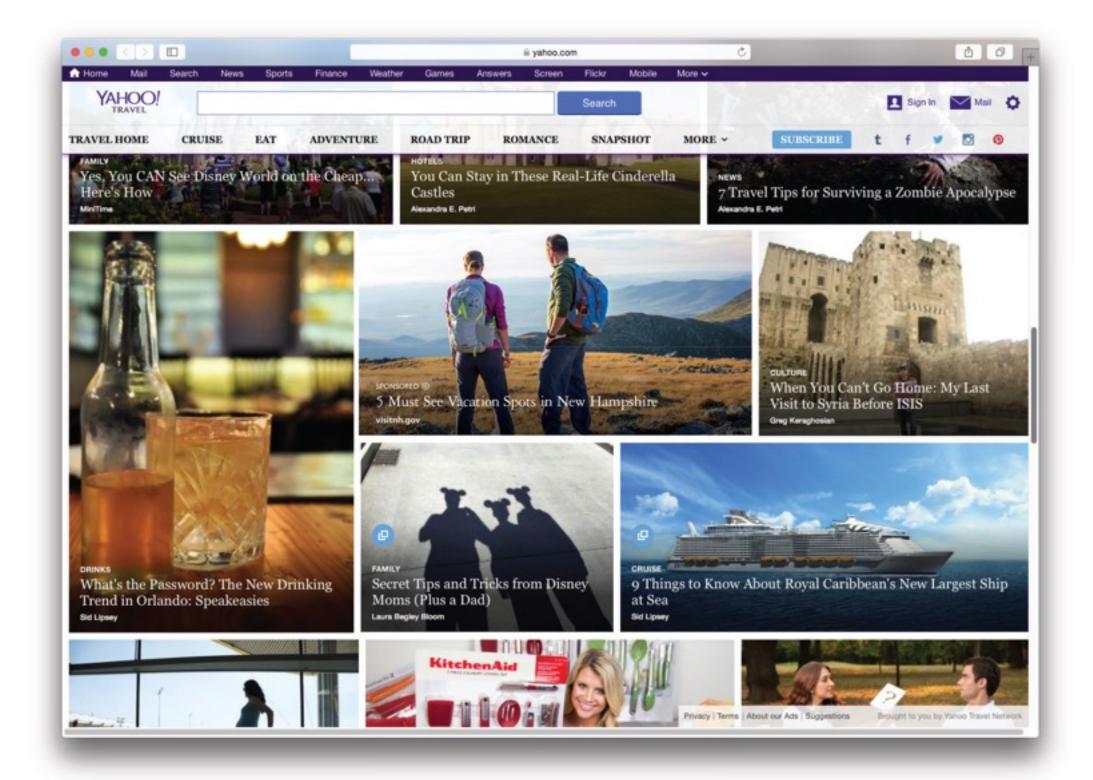


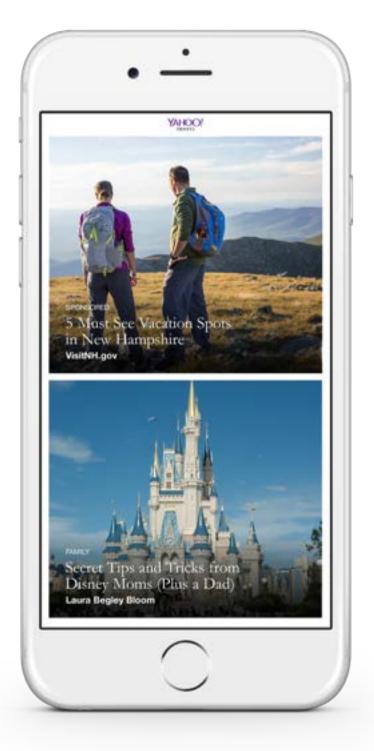
YAHOO! SPLASH AD



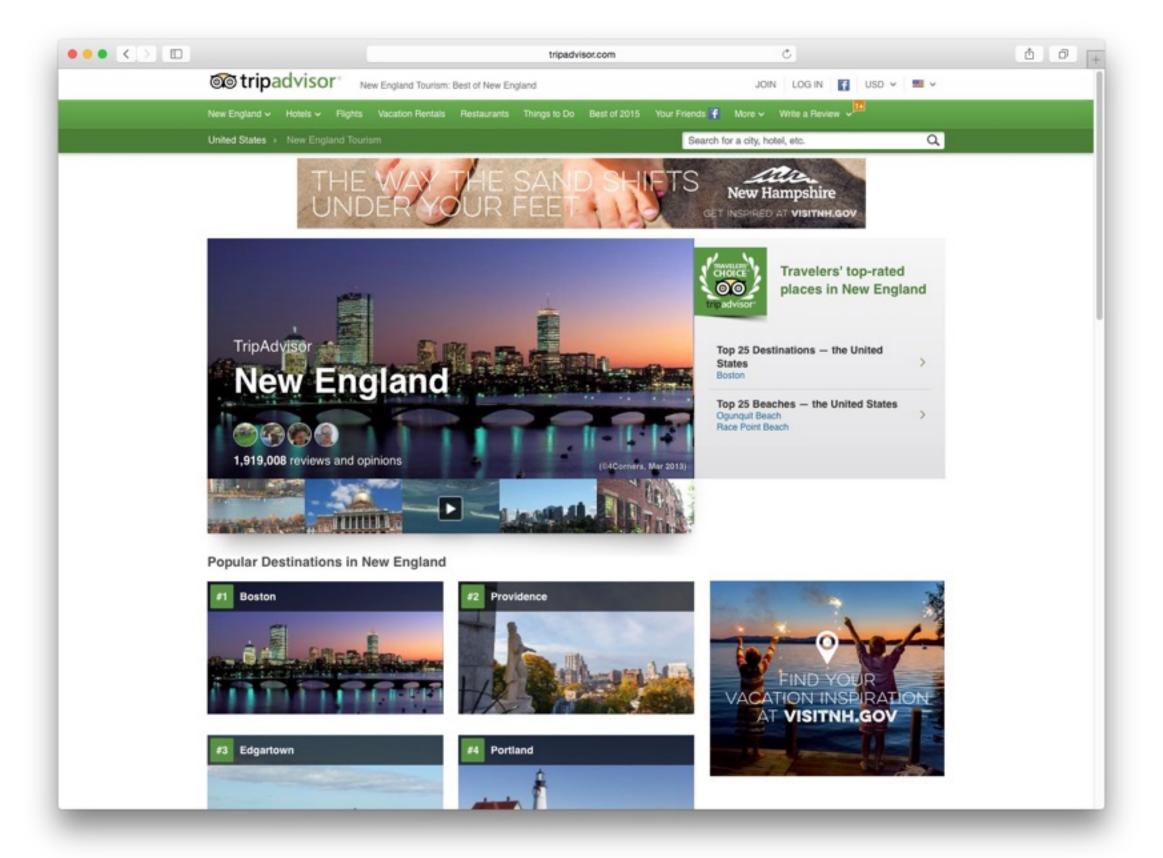


YAHOO! GEMINI AD





TRIPADVISOR



CANADA

- Targeted placements on travel, news and lifestyle websites
- Tim Hortons in-restaurant TV network
- Transit posters and digital screens









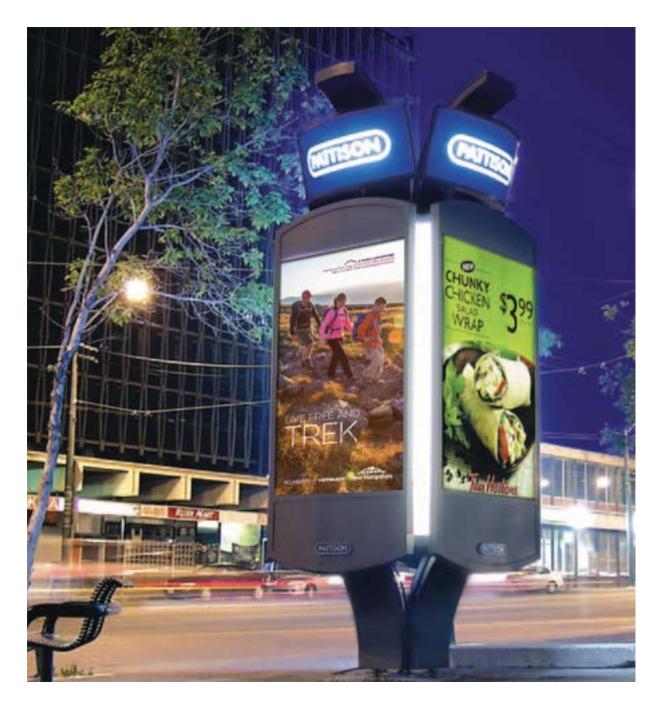




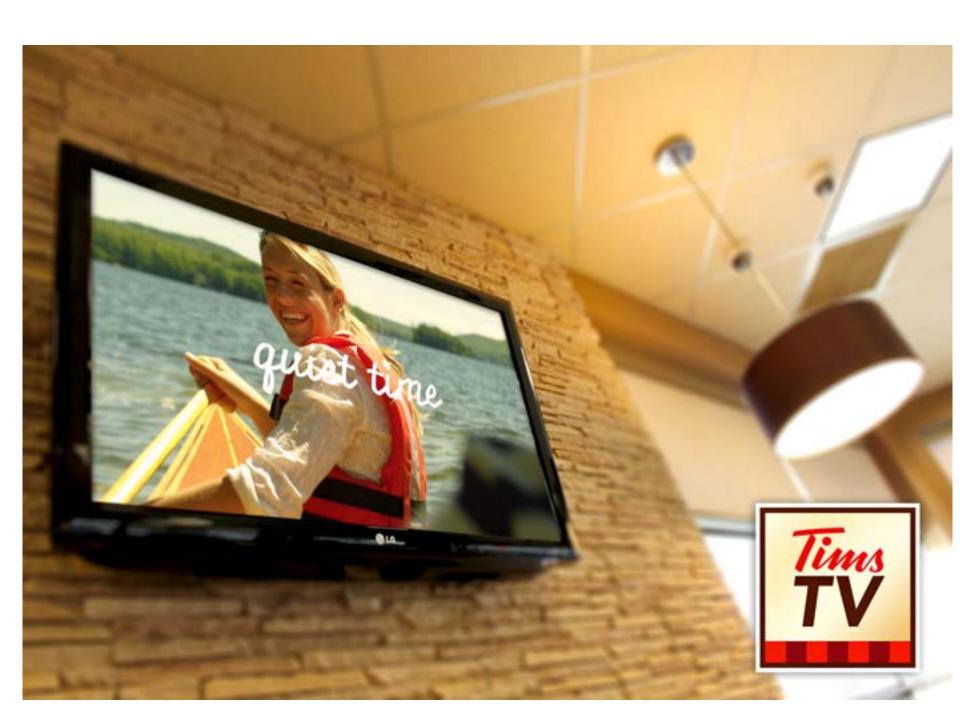




CANADA



Transit posters and digital screens



Tim Horton's in-restaurant TV network



BROADCASTTV





































BEHIND THE SCENES





#LIVEFREENH